

\$500 IN PRIZES AND CASH

Rules of Contest

Solve all the following rebuses and you may win one of the prizes—\$100 stand for name of city or state.

Herewith are presented several advertisements of responsible Salt Lake business houses. In each advertisement will be noticed an engraving and you are asked to state what city, state it represents. If you are successful in guessing the entire list and your answer is judged to be one of the nearest and most attractive. The Salt Lake Herald will present you with a cash prize, according to the merit of the answer. All replies must be sent by mail. The prizes will be awarded according to the NEATNESS AND GENERAL ATTRACTIVENESS OF THE LIST.

How the prizes will be awarded: To the person sending in a complete correct list in the nearest and most attractive manner, \$5 in cash will be given, or, if no complete correct list is received, then the prize money goes to the person having the most attractive list with the largest number of correct answers.

In a like manner a second prize of \$10 will be given; to the third, \$5, and to the next ten \$1 each.

In this contest you will observe that the prize money does not go to the "first" answer received, but will be given for the NEATEST AND MOST ATTRACTIVE LIST. As the contest does not close until Friday noon, Oct. 4th, letters mailed as late as Thursday night will be duly considered, but it is advised to get your answer in as early as possible. This suggestion also applies to persons answering individual advertisements for their prizes.

The various firms represented offer prizes amounting to \$500 in the aggregate for individual replies. ADDRESSED DIRECT TO THEM regarding their one rebus. Their prizes without exception are worthy of your consideration and effort and should more than interest you.

IMPORTANT

In making out your list contesting for the prizes offered by the Herald, please note:

The rebuses are numbered consecutively from 1 upward. In answering the question accompanying each, make out a list, numbered as the rebuses are numbered, also giving name, business and business address of each advertiser, as for instance:

NAME OF FIRM.

BUSINESS.

BUSINESS ADDRESS.

TOWN OR CITY.

And so on until the last number. Those you cannot answer leave blank.

1. Employees of the Herald or their relatives are not eligible to enter this contest.

2. In making list of answers write on one side of the paper only.

3. All answers to The Herald in this contest must be sent by mail.

4. No answer accepted when sent by special messenger.

5. Be sure to keep a duplicate of the list of answers in order that you may compare it with the answers or solutions, which will be published Oct. 4th.

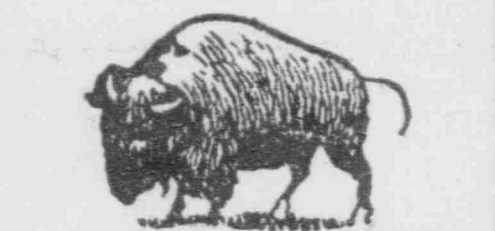
No guess will be received later than Friday noon, Oct. 4th.

All answers must be addressed to:

JAMES T. WEART,

REBUS EDITOR, HERALD,

SALT LAKE CITY, UTAH.



IF YOU LOVED YOUR WIFE

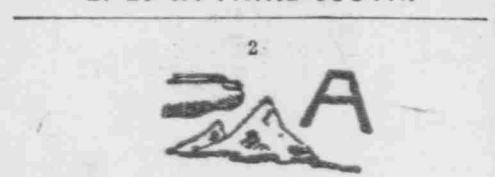
You would make her happy by seeing that her kitchen appointments save her time and temper. The most necessary article of all in a kitchen is a range and the best range you can buy her is the

MONARCH MALLEABLE

Range. It burns less coal than any other, for its combustion and construction is perfect. It is so constructed that it steps in some day and allow us to explain its points of superiority, for it has many over any other range on the market.

To the lady sending us the name to our rebus in the nearest and most attractive manner we will present a Big Sell Carpet Sweeper, valued at \$5.00, with our compliments.

MONARCH HARDWARE CO.,
27-29 W. THIRD SOUTH.



THE ELECTRIC FLAT IRON

The Pacific Electric Flat Iron can be attached to any incandescent lamp socket in the house. It heats quickly and stays hot. One iron only is required and a uniform heat is produced in the iron. The temperature of the iron is not raised as is the case where a stove is used. The Pacific Electric Flat Iron saves many steps to and from the kitchen; it also saves time, temper and money.

To the two ladies sending us the name to our rebus in the nearest and most attractive manner we will present each a Pacific Electric Flat Iron, cord and socket complete.

Address your reply to:

Commercial Agent
UTAH LIGHT & RAILWAY CO.,
133 South West Temple St.
Exchange 32. Bell 777.



JUST YOURSELF

No more, no less. That's what our photographs are. They are a true likeness of the original. Can we say more?

If we did not do the finest work in photography in Salt Lake, why is it we are patronized by people who insist upon an artistic pose, expert retouching and a superb finish, and get it—THAT'S WHY!

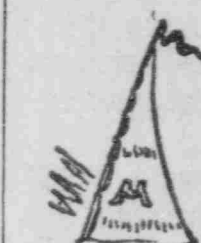
To the person sending us the name to our rebus in the nearest and most attractive manner we will present one dozen photos, any choice valued at \$10.00.

The Hutchings-Griffith Studio,
44 E. Brigham St.

THE HERALD'S GRAND REBUS GIFT CONTEST

SOMETHING THAT SHOULD INTEREST EVERY READER

SPECIAL—In replying to individual advertisers, the same rules apply as in regular contest. The names of ALL prize winners will be announced in The Herald Sunday, October 6, 1907.



WHEN SHOPPING we would like you to remember our lunch department, where you can get a delicious salad, a dainty sandwich or a piece of pastry "like mother used to make." We also take a special pride in our coffee for we receive many compliments regarding its delectable flavor and aroma.

We make all our own pastry, candies and ice cream, and, being general caterers, we are prepared to take charge of any occasion where you may desire sherberts and ices served in the most original manner. It is said that our ice cream is the best made in Salt Lake. May we have a trial order for next Sunday's dinner?

At our soda fountain we serve the most delicious drinks to be found in the city. Hot drinks, too, if you like them.

To the lady sending us the name to our rebus in the nearest and most artistic manner we will present a five-pound box of our choicest selections, with our compliments. Address all replies to:

J. H. R. FRANKLIN COMPANY,
268 South Main Street.
Branch Store 108 Main Street.
Both phones 135.



Why is it, when you think of beer, you think of Wagener's Beer?

First, because you know it's the purest beer brewed and is always kept up to this standard.

Second, because it is brewed by the oldest brewer in the city.

Third, besides being made from the choicest imported hops and barley, we control our own water supply, using nothing but the purest Mountain Spring water.

Your doctor will recommend it on account of its tonic and strengthening qualities.

To the person sending us the name to our rebus in the nearest and most artistic manner we will present a case of two dozen quarts of Wagener Beer.

The Henry Wagener Brewing Co.,
74 East First St. St.
KEEP YOUR EYE ON OUR SUMMER GARDEN NEXT YEAR.



A Hint to Housekeepers

They say we carry the largest and finest stock of staple and fancy groceries of any house in Salt Lake. We're too busy to deny it, for after all—the test is the thing.

Remember, Quality, Purity, Values are our three habits—upon them we have built the reputation of our store.

To the person sending us the name to our rebus in the nearest and most attractive manner we will present six two-pound cans of the celebrated "Chase & Sanborn's" SEAL BRAND COFFEES.

Bear in mind that we are the house that guarantees. In other words, no matter how great or how small your dissatisfaction, we will make it right—that's our pleasure.

UNITED GROCERY CO., Inc.
269 SO. MAIN ST.
EXPONENTS OF GOOD LIVING

"THAT COMFORTABLE FEELING"

After Dinner Only Comes From Smoking a

Flor de Baltimore Cigar

IT'S NOTHING BUT QUALITY

To the person sending us the name of our rebus, with the best reason why the "FLOR DE BALTIMORE" cigar is the best union-made Havana cigar—the best cigar sold in the state of Utah—we will present a box of 50 "Baltimore's," the cigar that is always dependable, the cigar of quality.

Reiger & Lindley
Wholesale Liquors and Cigars
35 West 2d South.

Reiger & Lindley
Wholesale Liquors and Cigars
35 West 2d South.

A MOUTHFUL OF DELECTABLE SWEETNESS.
A PLEASURABLE ANTICIPATION—A WISTFUL REGRET.

McDonald's Chocolates That's All!

To the two persons sending us the name to our rebus, with the best and most logical reason (of not over 50 words) why McDonald's Dutch Chocolates are the best made, we will present each a fancy box containing 5 lbs. of Dutch Chocolates.

Address all replies to advertising department.

J. G. McDONALD CANDY COMPANY

\$10.00 IN PRIZES THERE CAN'T BE

Very much satisfaction in life to the young man whose week's wages are spent before he gets them. Money ahead gives one independence. It brings contentment now and lends a sense of security to the future.

The correct start in life is to invest your savings now that you may have capital to work with as soon as your business experience enables you to go it alone.

With the ten persons sending us the name to our rebus in the nearest and most attractive manner we will open an account on our books, placing to the credit of each \$10.00. This will earn 4 per cent, and with even small occasional additions may mean much to you in the future.

Salt Lake Security and Trust Bldg., 32-34 Main
SECURITY & TRUST CO. Capital and Surplus, \$300,000.

"SEEING IS BELIEVING"

Provided you can see right. Did you ever know that a large percentage of headaches are caused by imperfect lenses? The perfect lens is the "Kryptok" lens. It is easier on the eye, gives a much larger field of vision, and, best of all, does not touch the eyelashes.

We also sell the "Kryptok," the double sight lens.

To the person sending us the name of our rebus, in the nearest and most attractive manner, we will fit, absolutely free, a pair of

Solid Gold Rimless Eyeglasses.
Any style you may select, valued at \$11.50.

Columbian Optical Company
259 MAIN ST.

The Beauties of Federal Heights

Must be seen to be appreciated. It's the termination of your hunt for a place to build. It is the most ideal place for a home in Salt Lake. Commanding a view of the entire city, the Great Salt Lake and the valley stretching away for miles and miles, it's the most charming place for a home site you could imagine. Best of all, it's values are increasing every day and a better opportunity for investing your capital will never be presented to you.

To the 3 persons sending us the name to our rebus in the nearest and most attractive manner we will present each an order for \$25.00, this amount to apply on the purchase price of any lot in Federal Heights. These orders are not transferable.

TELLURIDE REALTY CO., 415-416 McCormick Bk.

Good Bread Means Good Health

To make good bread you must use the Best Flour.

We have told you in the past and proven it—we'll continue to tell you in the future that **HUSLER'S FLOUR** is the purest flour made. Now we want your opinion.

To the person sending us the best reason (not to exceed 25 words) why "Husler's Flour" is the best flour made, we will present 10 pounds, with our compliments; to the second best answer, 50 pounds, and to the third, 50 pounds.

Address all replies to Contest Dept.
INTER-MOUNTAIN MILLING CO., 161-163 North 3d West.



FUR LOGIC

WEAR FURS.

It stands to reason that the largest EXCLUSIVE FUR HOUSE in Salt Lake can suit you best. The best dressed woman in town is unquestionably THE FUR-CLAD WOMAN, and she is also the most comfortable on a cold day.

DID YOU SEE OUR FALL OPENING?

We can say without fear of contradiction that we have the finest assortment of properly made up fur coats and novelties in the city to select from. In addition to which we are prepared to make anything exclusively to your order. We also do remodeling.

To the lady sending us the name to our rebus in the nearest and most attractive manner we will present a handsome brown fur tippet, valued at \$5.00.

MEHESY, the Furrier Knutsford Hotel

Why is BANKS Salt Lake's Largest and Best Exclusive Milliner?

Because you will find here at all times a bewildering array of the choicest creations in Fall Millinery, at prices from the lowest to whatever you care to pay. Our Fall showing—the results of months of study and designing—is unusually complete, for our designs in Rembrandt, Cloche, Evangeline and Huguenot patterns are the best we have even shown.

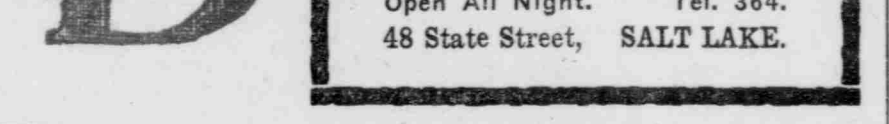
To the lady sending us the name to our rebus in the nearest and most artistic manner, we will present a handsome tailored street hat valued at \$15.00.

O. D. BANKS & CO., Inc., 116 So. Main Street

S. D. EVANS

Undertaker and Embalmer.

Open All Night. Tel. 364.
48 State Street, SALT LAKE.



When Visiting Salt Lake Stop at THE NEW CULLEN

For without question, the New Cullen is today the leading hotel of Salt Lake.

Refurnished at an enormous expense, with every modern facility at your command, there's an air of elegance and refinement about the Cullen that appeals irresistibly to the traveler who desires the best.

If perfect appointments, congenial environment, unexcelled service and finest cuisine please you when dining,

WE BID YOU WELCOME.

To the person sending us the name to our rebus in the nearest and most original manner we will present a dinner of four plates, with wine, and you can go as far as you like on the bill—we won't limit you.

CULLEN HOTEL Second Avenue West, South.

WE JUST COLLECT DEBTS.

Nothing is more remarkable about the assertion itself, perhaps, but when you stop to consider it, it amounts to a good deal. We have collected thousands of accounts for people who had given up every hope of being paid, and how it happens that they, in all modesty, we thoroughly understand the scientific collection of honest debts.

\$10.00 IN GOLD FREE.

We are preparing some matter of international advertising (you know we collect debts all over the civilized world) and we want ideas. To the person sending us the name to our rebus, with an article of not over 100 words explanatory of why the Merchants' Protective Association has been so successful in the collection of honest debts, we will present \$10.00 in gold, \$10.00 in gold to the winning answer.

You know there are "Red Streaks of Honesty" in every one. We have collected for our patrons, during the past fifteen years, hundreds of thousands of dollars. Address Dept. G, Merchants' Protective Association, FRANCIS G. LUKE, General Manager, Commercial National Bank Building, Salt Lake City, Utah.

"Some People Don't Like Us."

The Boyd Park Jewelry Store

begs to announce the arrival of their Christmas stock. The assortment of diamonds, watches, silver and goldware is a marvel and is the largest and best assortment in the history of the house. It must be seen to appreciate this firm's efforts to please the public taste and pocketbook.

To the person sending us the name to our rebus in the nearest and most attractive manner we will present a handsome sterling silver back mirror, comb and brush, valued at \$17.50.

Park's Manufacturing Wholesale and Retail Jewelers.

Bell phone 1862 P. O. Box
Ind phone 1862 Established

THE DOCTOR FIRST

THEN TO US WITH THE PRESCRIPTION

The more serious the illness, the greater the need

WE DO NOT PRESCRIBE

That's the physician's business. We do, however, compound his prescriptions exactly as he wants them, with standard drugs of known purity, and the price is always right when you patronize us.

No matter what your desire in the drug and sundry line, we keep it, most don't ask you to accept a substitute. That means a lot, you know.

To the person sending us the correct name of our rebus, in the nearest and most attractive manner, we will present a bottle of finest perfume, any choice, valued at \$5.00.

The prize winner will be decided by Mr. Weart, "Rebus" manager of The Herald.

F. J. HILL DRUG CO.
Corner Second South and West Temple. "The Never Substitutors."

DON'T WORRY

about your house burning down, if we did the wiring, because it was DONE RIGHT.

We handle everything electrical from a dry battery to a dynamo. Nothing is too large for us to handle, and small work is always acceptable.

We say it with pardonable pride that our line of Gas and Electric fixtures and appliances, for oddity, richness and originality of design, cannot be duplicated in the city.

To the person BRINGING TO OUR STORE the name to our rebus in the nearest and most original manner we will present a handsome reading lamp, cord and socket complete, valued at \$5.00, or anything in stock of same value.

MELDRUM & GUNN 14 East South Temple.
We ARE NOT on Main Street. Bell Phone 2120-Y. Ind. 2581.

Every Wife Has a Right

To know that should anything happen to the husband—the wage-earner of the family—that his loss of time is provided for by a policy in a reliable casualty company of proven worth and reliability.

THE FIDELITY AND CASUALTY CO. OF NEW YORK

Will write your Disability Insurance that will protect you in case of accident or illness. It is the largest and strongest casualty company in the world, and its policies are paid promptly upon proof of disability. That's what it is noted for.

To the person sending us the name to our rebus in the nearest and most original manner we will present a paid-up accident policy for three months.

GEORGE W. PECK General Agent. 249 SO. MAIN ST.

\$500 IN PRIZES AND CASH

OVANDO SUBDIVISION

Just annexed to Salt Lake City, city water, four foot cement sidewalks. Lots selling today from \$275.00 to \$750.00. We know will advance 100 per cent within the next 6 months. Our terms are unusually liberal, 10 per cent cash, 20 per month, 7 per cent interest and no taxes. Remember that. Why don't you stop paying rent and own a home of your own?

THE EQUITY INVESTMENT CO., Inc.
Alex. A. Robertson, Mgr.

Successor to Homer & Robertson,
REAL ESTATE, LOANS, INSURANCE.
219 South Main St.

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You Don't Have to Guess What the Best Whisky Is

THREE STAR CABINET
Of course! THERE'S A REASON FOR IT.

Being Importers as well as Wholesalers, we are able to keep our stock so as to please the most fastidious customer. No matter what you may desire in the way of wines, liquors and cordials, we can please you, and the price is always right.

To the person sending us the name to our rebus, and giving us the best reason (of not over 25 words) why "Three Star Cabinet" is the purest whisky made, we will present three full quarts of "Three Star Cabinet" with our compliments.

Rieger & Lindley Wholesale Liquors and Cigars.
35 West 2d South Street.

The Choice for a Lifetime

Most people buy a piano to last a lifetime. Depends upon what piano they buy whether it is or not. Some pianos are made to look pretty and sell—they suit people who want an ornament. Our pianos are made to give good music—that's the kind we find people want.

THE STEINWAY, VOSE, KIMBALL AND SHAEFER.

Are the leading ones we handle and we guarantee with each, tone sweetness, tone power and tone durability, important characteristics to any good piano.

We also carry piano players, sheet music, small instruments and the Edison and Victor Talking Machines.

To EVERY PERSON sending us the name to our rebus, and who do not own a piano, we will present each a book containing fifty standard songs.

Address all replies to "Department J."
CLAYTON MUSIC CO. 109-111-113 South Main Street.

Don't Burn Your Money Up

It's foolish. Burn coal. Be wise and use "Peacock" coal. You can always get it when you want it. There's more heat, and therefore more value, to it than any other coal on the market. It's free from clinkers, but not free from heat—that's the best part of it.

Why will a man persist in putting off purchasing his winter's supply of coal until the price is the highest of the year, and then may be unable to get it? Do you know the answer? Ask his wife, and she will tell you that if he had acted on her advice, he would have purchased his winter's coal in the summer time and, with the saving could have bought her a new dress. But he didn't. He just put it off, and the coal fellows got the profit. Think it over.

CENTRAL COAL & COKE CO. 38 So. Main

YOUR WINTER UNDERWEAR

Should receive your attention now and you are naturally thinking of where to go.

We are manufacturers of Knit Goods, Underwear of every description and hosiery that "never wears out."

Our assortment of daily garments for this season is unusually complete and our prices are a strong inducement for your patronage.

To the lady BRINGING TO OUR STORE the answer to our rebus in the nearest and most attractive manner, we will present three pairs of silk hose, valued at \$7.50, with our compliments. Answers by mail will not be considered, except from outside of city.

SALT LAKE KNITTING WORKS. 58 Main Street.

When Pay Day Comes

can you honestly say that you have earned more than your salary? Our graduates say they have and they are getting good salaries, too. There are plenty of positions in the business world waiting for clear-headed, active young men and women, with our training, to fill them.

To the person sending us the name to our rebus in the nearest and most attractive manner we will present a scholarship, valued at \$25, to the second best answer a scholarship valued at \$15, and to the third answer, \$10 in tuition.

We have a handsome illustrated catalog that will tell you all about how we secure positions for our graduates in Shorthand, Typewriting, Bookkeeping and Commercial Education. In the past year we had 200 more applications for competent help than we had graduates to supply. This, that fact over—it means a lot to you.

LATTER-DAY SAINTS BUSINESS COLLEGE, Salt Lake City.

YOU CAN'T DRIVE

One of our carriages without a sense of pride in their possession.

STUDEBAKER Buggies are up-to-date in every respect and have more style than anything else on wheels. They are built to give good service and we sell them at the right price.

We have the largest carriage repository in the west, for we make most everything that runs on wheels, and our line of harness, robes, etc., comprises the latest ideas shown.

To the person sending us the name to our rebus in the nearest and most attractive manner we will present a handsome lap robe, valued at \$10.00, with our compliments.

STUDEBAKER BROS. of Utah
157-159-161 State St.

A Woman's Glory

Is her hair—to some. In other people's opinion it's her teeth. Nothing looks more beautiful, cleaner and fresher than a set of pearly teeth.

We understand how to make the mouth beautiful, as thousands of people in Salt Lake can testify, and the cost is a moderate one in comparison with the benefit. The examination costs you nothing.

To the person BRINGING TO OUR OFFICE the name to our rebus in the nearest and most attractive manner, we will present dental work to the value of \$10.